

Message Text

UNCLASSIFIED

PAGE 01 TEGUCI 03251 142152Z

ACTION ARA-14

INFO OCT-01 ISO-00 EB-07 /022 W
-----058432 150338Z /70

R 142104Z JUL 77
FM AMEMBASSY TEGUCIGALPA
TO USDOC WASHDC
INFO SECSTATE WASHDC 7206

UNCLAS TEGUCIGALPA 3251

E.O. 11652: N/A
TAGS: BEXP, HO
SUBJ: WTDR/FTI

REF: USDOC 10269

1. HONDURAS 2. CNTRY CODE: 215 3. SER. NO: NA

4. CERVECERIA HONDURENA, S.A.

5. APARTADO POSTAL 86; SALIDA A PUERTO CORTES

6. SAN PEDRO SULA, HONDURAS

7. ESTABL: 1916 8. EMPL: NA 9. SIZE: (19-X) LARGE

10. REPUTATION: (22-X) EXCELLENT

11. SELLS ITS PRODUCTS IN HONDURAS.

12. RPT. DATE: 07/77

13A. 20860/03 MFR AND DIST OF BOTTLED SOFT DRINKS.

13B. 20820/03 MFR AND DIST OF BOTTLED BEER.

13C. 20970/03 MFR AND DIST OF ICE IN BLOCKS.

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14. CONTACT: MICHAEL ROTOLI, TITLE: MANAGER

15. CABLE: CERHON 16. TELEX: NA 17. TEL: 521632

18. FINANCIAL REFS: BANCO ATLANTIDA, S.A., 3 AVE. 1 CALLE N.O.,
SAN PEDRO SULA.

19. TRADE REFS: CAMARA DE COMERCIO E INDUSTRIAS DE CORTES, AVE. DE CIRCUNVALACION, SAN PEDRO SULA.

20. NONE REPRESENTED.

21. THIS FIRM IS THE LARGEST MANUFACTURER OF SOFT DRINKS AND BEER IN HONDURAS. IT IS THE ONLY BREWERY IN HONDURAS AND HOLDS THE CONCESSION FOR BOTTLING COCA COLA AND CANADA DRY. THE FIRM'S MAJOR STOCKHOLDER IS THE STANDARD FRUIT AND STEAMSHIP COMPANY, P.O. BOX 50830, NEW ORLEANS, LA. ITS MAIN OFFICES AND BOTTLING PLANT ARE LOCATED IN THE OUTSKIRTS OF SAN PEDRO SULA. IN 1964 THE CERVECERIA TEGUCIGALPA, S.A. A BREWERY AND BOTTLING PLANT IN TEGUCIGALPA, MERGED WITH THE CERVECERIA HONDURENA, S.A. AND CONTINUES TO OPERATE UNDER THIS NAME. BANKING SOURCES REPORT THAT THIS FIRM OPERATES SUCCESSFULLY UNDER SOUND AND CAPABLE MANAGEMENT, AND IT DOES NOT SEEK BANK CREDIT FACILITIES. THE POST CONSIDERS THE SUBJECT AN EXCELLENT TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: H. CASTILLO, APPROVED BY: M. KROMHOUT.
BECKER

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NNN

Message Attributes

Automatic Decaptoning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 14-Jul-1977 12:00:00 am
Decapton Date: 01-Jan-1960 12:00:00 am
Decapton Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TEGUCI03251
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770251-1199
Format: TEL
From: TEGUCIGALPA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770755/aaaabwaw.tel
Line Count: 83
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 7d6b566b-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 04-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1856001
Secure: OPEN
Status: NATIVE
Subject: WTDR/FTI
TAGS: BEXP, HO
To: COM
Type: TE
vdkgwkey: odbc://SAS/SAS.dbo.SAS_Docs/7d6b566b-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
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